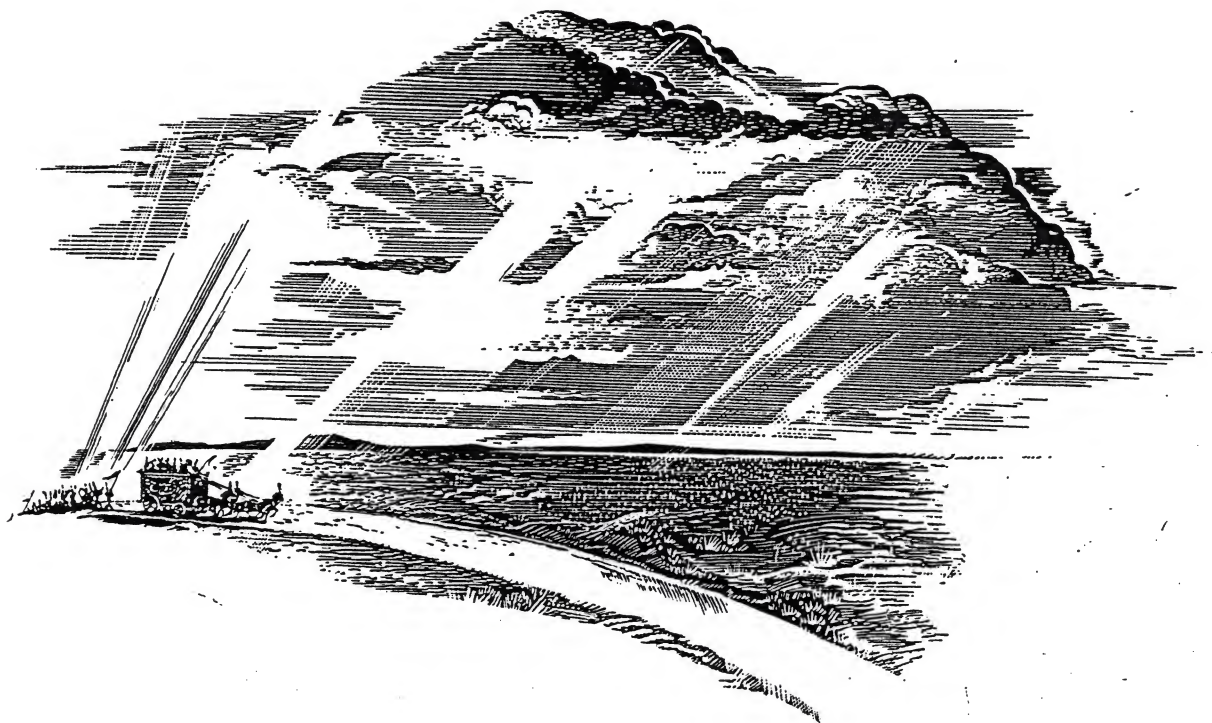


AND HERE'S THAT BANDWAGON AGAIN



Once in a blue moon it comes along . . . that symbol of great opportunity dear to the heart of every progressive American — the Bandwagon! It's here again!

This time the Bandwagon is Television — a peacetime product. You've been waiting for it. Do you recognize it now that it's time for the first seats to be taken?

Television stands today where radio stood a few years ago . . . where motion pictures stood a few years earlier. Those Americans who were the *first* to climb aboard are continually congratulating themselves!

Men who can judge the future by the past are already climbing aboard this 1944 Bandwagon. They know that television, which combines the best in radio and movies (plus a few things of its own), promises to confound

the skeptical and reward the enterprising by soaring to the greatest heights of all . . . *soon*.

If you expect to be on the Television Bandwagon, reserve your equipment or your dealer license now. DuMont has equipped three of the nine television stations regularly operating in America . . . with pickup equipment, cameras and transmitters. DuMont has manufactured more television receivers than any other American company save one.

DuMont is now providing complete plans for complete telecasting equipment . . . will custom-build a transmitting set-up, provide training for personnel at cost, equip the station, reserve the material. The very cornerstone of this service is low cost of operation.

The man who made commercial television practical can make it profitable for you.